

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 03608 211436Z

43

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 CIAE-00

INR-07 NSAE-00 /043 W

----- 105048

R 182220Z APR 75

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8210

AMCONSUL CALI

AMCONSUL MEDELLIN

AMEMBASSY CARACAS

AMCONSUL SAO PAULO

CAROL EGAN

C/O PENNSYLVANIA DEPT OF INTL COMMERCE

HARRISBURG, PA

UNCLAS BOGOTA 3608

EO 11652: NA

TAGS: BEXP CO VE BR

SUBJ: PENNSYLVANIA TRADE MISSION TO BOGOTA - WRAP UP REPORT

1. NOTWITHSTANDING THE RELATIVELY LOW LEVEL OF EXPORT SALES GENERATED DURING MISSION'S THREE WORKING DAYS IN BOGOTA, FOUR OF THE SIX MISSION MEMBERS REPORTED FULL ACHIEVEMENT OF THEIR PRINCIPAL OBJECTIVE IN JOINING THE MISSION WITH THE TWO REMAINING MEMBERS REPORTING PARTIAL ACHIEVEMENT. POST CONCURS WITH MEMBERS' POSITIVE APPRAISAL.

2. MISSION CONSISITING OF 5 NEW AND 1 OLD TO MARKET FIRMS WAS MET FRIDAY, APR 11, ON ARRIVAL. ASSISTED THRU CUSTOMS AND TRANS-PORTED TO HOTEL TEQUENDAMA.

3. AFTER CHECKING IN MEMBERS HAD LUNCHEON BRIEFING BY COMMERCIAL ATTACHE AND DIRECTOR OF LOCAL COLOMBIAN-AMERICAN CHAMBER OF COMMERCE.

4. FIVE MISSION MEMBERS PARTICIPATED IN MEETING FRIDAY AFTERNOON
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 03608 211436Z

HOSTED BY THE NATIONAL FEDERATION OF METAL WORKING INDUSTRIES

(FEDEMETAL) WITH APPROX 15 TO 20 FEDEMETAL MEMBERS ATTENDING.
REMAINING MISSION MEMBER HELD APPOINTMENTS IN BIC.

5. FRIDAY NIGHT RECEPTION WAS HOSTED BY CHARGE D'AFFAIRS AND
ATTENDED BY 71 PERSONS OF WHICH 39 (55 PERCENT) WERE MAJOR
PROSPECTIVE CUSTOMERS AND/OR AGENTS.

6. TOURS WERE ARRANGED SATURDAY COMBINING SIGHTSEEING WITH
PLANT VISITS.

7. OF THE 99 EZPOINTMENTS SCHED FOR MONDAY AND TUESDAY APR 14
AND 15 IN THE BIC, 72 (73 PERCENT) WERE CONSUMMATED. AN
ADDITIONAL 11 APPOINTMENTS AND 1 PLANT VISIT WERE DEVELOPED FOR
THE ISSC REP WHO HAD ORIGINALLY PLANNED TO LEAVE EARLY FOR BRAZIL.

8. AT MISSION DEBRIEFING, MEMBERS REPORTED (A) ACTUAL EXPORTS
SALES TOTALING US DOLS 60,000 (B) ANTICIPATED SALES OVER NEXT
12 MONTHS TOTALING US DOLS 350,000 (C) 8 MARKET PENETRATIONS:
COLOMBIA 5, VENEZUELA 1, ECUADOR 1 AND MEXICO 1 (D) THE PROBABLE
SIGNING OF 5 AGENTS OVER NEXT 12 MONTHS

9. 4 OF THE 6 MEMBERS REPORTED FULL ACHIEVEMENT OF THEIR
PRINCIPAL OBJECTIVE IN JOINING MISSION WITH TWO REMAINING MEMBERS
REPORTING PARTIAL ACHIEVEMENT.

10. ALL MEMBERS AGREED THAT MISSION WAS SUCCESSFUL, WITH THREE
MEMBERS DEFINITELY PLANNING FOLLOWUP TRIPS TO BOGOTA.

11. DURING DEBRIEFING IT WAS NOTED THAT MORE DETAILED PRODUCT
DESCRIPTIONS AND APPLICATIONS WOULD HAVE FACILITATED MAKING
APPOINTMENTS.

12. USIS CONTRIBUTED SIGNIFICANTLY TO MISSION EFFORT THRU PLACE-
MENT OF NEWS ARTICLES AND PHOTOS, WHICH RESULTED IN A NUMBER
OF APPOINTMENTS, AND INPRINTING MISSION BROCHURES FOR CARACAS
AND SAO PAULO AS WELL AS BOGOTA.

13. POST REGARDS ORGANIZATION, SUPPORT AND COOPERATIVE SPIRIT
OF PENNSYLLVANIA BUREAU OF INTERNATIONAL COMMERCE AS EXEMPLARY.
VAKY
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 03608 211436Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BOGOTA03608
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750139-0476
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750435/aaaabgha.tel
Line Count: 107
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 08 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 JUL 2003 by maginmm>; APPROVED <30 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PENNSYLVANIA TRADE MISSION TO BOGOTA - WRAP UP REPORT
TAGS: BEXP, CO, VE, BR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006